

Message Text

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PASS COMMERCE FOR BROOKS RYN0 - BIC/OIM/SAD

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SUBJECT: FOOD PROCESSING & PACKAGING TRADE MISSION

1. DESPITE FACT THAT PRESIDENTIAL PARTY ARRIVED IN ISRAEL WITHIN 24 HOURS AFTER TRADE MISSION, AND COMMERCIAL ATTACHE HAD TO DEPART FOR ECONOMIC/COMMERCIAL OFFICER'S CONFERENCE IN TEHRAN, THE PLANNED PROGRAM WAS CARRIED OUT AS SCHEDULED WITH GREAT SUCCESS. AT CLOSE OF FIRST DAY IN ISRAEL (SUNDAY 6/16) IN WHICH WERE SCHEDULED VISIT TO THE ISRAEL INSTITUTE OF PACKAGING, LUNCH WITH OFFICIALS OF THE ISRAEL AMERICA CHAMBER OF COMMERCE AND LEADING ISRAELI INDUSTRIALISTS IN THE FILED OF FPP, AND RECEIPTION AT AMBASSADOR'S RESIDENCE, MISSION MEMBER DAVIS STATED THAT HE HAD ENOUGH SERIOUS ENQUIRIES TO OCCUPY HIM FOR A MONTH. PRESIDENTIAL VISIT DIMINISHED LOCAL TRADE MISSION PUBLICITY AND ATTENDANCE AT RECEPTION, NEVERTHELESS, ALL BUSINESS MEN IMPORTANT TO THE MISSION ATTENDED, AS DID DIRECTOR-GENERAL OF MINISTRY OF COMMERCE & INDUSTRY, THE MOST IMPORT ISRAELI GOVERNMENT OFFICIAL AS FAR AS MISSION ACTIVITIES ARE CONCERNED.

MARKET IS SOPHISTICATED, EXPANDING AND REQUIRES TECHNOLOGICALLY ADVANCED AND LABOR-SAVING CAPITAL GOODS AS OFFERED BY MISSION. EMBASSY STAFF PERFORMED MAGNIFICENTLY IN GRINGING KEY BUSINESSMEN UNCLASSIFIED

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TO CONFERENCE WITH MISSION MEMBERS AND ARRANGING MEANINGFUL PLANT VISITS. MEMBERS HAVE ESTABLISHED

RAPPORT WITH DECISION MAKERS IN INDUSTRY FOR FUTURE
BUSINESS.

2. FOLLOWING IS A SNYOPSIS OF RESULTS:

ACTUAL SALES OR FIRM ORDERS BOOKEDNONE
PROJECTED SALES DURING NEXT 12 MONTHS.....\$1,300,000
REPRESENTATION AGREEMENTS SIGNED.....NONE
AGREEMENTS BEING NEGOTIATED.....2
TRADE LEADS DEVELOPED.....19

3. A GREAT NEED EXISTS FOR EXPANDING COOLING/FREEZING
FACILITIES LOCAL BUSINESSMEN ARE IMPRESSED WITH PRICES
OF TURN-KEY PROJECTS, ALTHOUGH ALL ARE CONCERNED WITH
ISRELI CUSTOMS DUTIES. SEVERAL MISSION MEMBERS PLAN
ON RETURNING SOON AND ONE ISRAELI BUSINESSMAN WILL
VISIT UNITED STATES IN AUGUST TO INSPECT
MACHINERY, AND WILL PROBABLY PLACE SUBSTANTIAL ORDERS.

4. NO FINANCIAL OBLIGATION OUTSTANDING AND ALL
EXPENDITURE WITHIN BUDGET.

5. CHANGED AIRLINES ACCHEDUEL FROM 1500 TO 1820
NECESSITATED STEBBINS, HOAR, PETERSON AND RENDELI'S
DEPARTURE JUNE 19 TO MEET SCHEDULE IN CYPRUS. DAVIS
AND GIRTON HAD MADE PRIOR COMMITMENTS AND WILL DEPART AT
1820 ON JUNE 20, ARRIVING LATE FOR RECEPTION.

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